Psychology Varketing

Volume Contents for Volume 20, 2003

Volume 20 Issue 1 January 2003

- 1 Ethical Ideologies: Efficient Assessment and Influence on Ethical Judgments of Marketing Practices Susan Bardi Kleiser, Eugene Sivadas, James J. Kellaris, and Robert F. Dahlstrom
- 23 Effects of Counterfactual Thought on Postpurchase Consumer Affect Suzanne B. Walchli and Janet Landman
- 47 Purchase-Role Structure in Korean Families: Revisited Woonbong Na, Youngseok Son, and Roger Marshall
- 59 A Study of Japanese Consumers' Cognitive Hierarchies in Formal and Informal Gift-Giving Situations Sherry L. Lotz, Soyeon Shim, and Kenneth C. Gehrt
- 87 Book Review
 Bounded Rationality: The Adaptive Tool
 by Gerd Gigerenzer and Reinhard Selten, Editors
 Reviewed by Morris B. Holbrook

Volume 20 Issue 2 February 2003

- 93 Guest Editorial
 Behavioral Dimensions of E-Commerce: Augmenting Technology and
 Economics
 Bert Rosenbloom
- 99 Consumer Information Search Behavior and the Internet Robert A. Peterson and Maria C. Merino
- 123 E-Satisfaction and E-Loyalty: A Contingency Framework Rolph E. Anderson and Srini S. Srinivasan

- 139 Empirical Testing of a Model of Online Store Atmospherics and Shopper Responses Sevgin A. Eroglu, Karen A. Machleit, and Lenita M. Davis
- 151 E-Scapes: The Electronic Physical Environment and Service Tangibility Stephen K. Koernig
- 169 Toward a Better Understanding of the Interplay of Personal Values and the Internet Leon G. Shiffman, Elaine Sherman, and Mary M. Long

Volume 20 Issue 3 March 2003

- 187 Beyond Core Service
 Ken Butcher, Beverly Sparks, and Frances O'Callaghan
- 209 Metaphor as a Method in the Domain of Marketing Joep P. Cornelissen
- 227 Interrelationships and Distinct Effects of Internal Reference Prices on Perceived Expensiveness and Demand Ellen Garbarino and Robert Slonim
- 249 The Influence of Gender on Mood Effects in Advertising

 Brett A. S. Martin.

Volume 20 Issue 4 April 2003

- 275 Nostalgia for Early Experience as a Determinant of Consumer Preferences Robert M. Schindler and Morris B. Holbrook
- 303 Bidding Behavior at the Auction Christy L. Johns and Judith L. Zaichkowsky
- 323 A Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation

 Zhan Chen and Alan J. Dubinsky
- 349 The Effects of Structural and Grammatical Variables on Persuasion: An Elaboration Likelihood Model Perspective

 Charles S. Areni

Volume 20 Issue 5 May 2003

- 377 Radon: Appealing to Our Fears
 Michael S. LaTour and John F. Tanner, Jr.
- 395 Valenced Attributions and Risk in New-Product Decisions: How Why Indicates What's Next David Forlani and Orville C. Walker, Jr.

- 433 The Effects of Interaction on Consumers' Attitudes in Focus Groups

 Terry Bristol and Edward F. Fern
- 455 A Scale for Measuring Store Personality Alain d'Astous and Mélanie Lévesque

Volume 20 Issue 6 June 2003

- 471 Guest Editorial: The Psychology of Pricing on the Internet Anthony D. Miyazaki
- 477 The Influence of Internet-Retailing Factors on Price Expectations

 Dhruv Grewal, Jeanne L. Munger, Gopalkrishnan R. Iyer, and Michael Levy
- 495 Dynamic Pricing in Internet Retail: Effects on Consumer Trust

 Ellen Garbarino and Olivia F. Lee
- 515 The Effect of Computer Anxiety on Price Value Trade-Off in the On-Line Environment Rajneesh Suri, Julie Anne Lee, Rajesh V. Manchanda, and Kent B. Monroe
- 537 Determinants of Internet Auction Success and Closing Price: An Exploratory Study James H. Gilkeson and Kristy Reynolds

Volume 20 Issue 7 July 2003

- 567 Why People (Don't) Shop Online: A Lifestyle Study of the Internet Consumer William R. Swinyard and Scott M. Smith
- 599 Testing Consumers' Motivation and Linguistic Ability as Moderators of Advertising Readability Jean-Charles Chebat, Claire Gelinas-Chebat, Sabrina Hombourger, and Arch G. Woodside
- 625 An Examination of Perceived Behavioral Control: Internal and External Influences on Intention

 Blair Kidwell and Robert D. Jewell
- 643 Exploring Consumers' Answers to Survey Questions: Are Uninformed Responses Truly Uninformed?

 Timothy R. Graeff

Volume 20 Issue 8 August 2003

669 The Theory of Trying and Goal-Directed Behavior: The Effect of Moving Up the Hierarchy of Goals

Darlene Bay and Harold Daniel

- 685 Musical Tempo and Waiting Perceptions Steve Oakes
- 707 A Meta-Analytic Investigation of Contrast Effects in Decision Making

 Mary Conway Dato-on and Robert Dahlstrom
- 733 Face Consciousness and Risk Aversion: Do They Affect Consumer Decision-Making?

 Yeqing Bao, Kevin Zheng Zhou, and Chenting Su

Volume 20 Issue 9 September 2003

- 757 Guest Editorial: Evolutionary Psychology and Consumption Donald A. Hantula
- 765 An Evolutionary Psychology Perspective on Gift Giving Among Young Adults Gad Saad and Tripat Gill
- 785 Optimal Foraging Online: Increasing Sensitivity to Delay Diane F. DiClemente and Donald A. Hantula
- 811 The Behavioral Ecology of Brand Choice: How and What Do Consumers Maximize? Gordon R. Foxall and Victoria K. James
- 837 Intuitive Evolutionary Perspectives in Marketing Practices Stephen M. Colarelli and Joseph R. Dettmann

Volume 20 Issue 10 October 2003

- 867 Cross-Cultural Consumer Socialization: An Exploratory Study of Socialization Influences across Three Ethnic Groups Nitish Singh, Ik-Whan Kwon, and Arun Pereira
- 883 Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers Carmen Tanner and Sybille Wölfing Kast
- 903 Relationship between Product Groups' Price Perceptions, Shopper's Basket Size, and Grocery Store's Overall Store Price Image Kalpesh Kaushik Desai and Debabrata Talukdar
- 935 The Impact of Country of Origin on Pretrial and Posttrial Product Evaluations: The Moderating Effect of Consumer Expertise Jyh-shen Chiou

Volume 20 Issue 11 November 2003

- 955 If Only I Hadn't Smoked: The Impact of Counterfactual Thinking on a Smoking-Related Behavior Christine M. Page and Patricia M. Colby
- 977 The Relationship between Product Involvement and Product Knowledge: Moderating Roles of Product Type and Product Knowledge Type Chan-Wook Park and Byeong-Joon Moon
- 999 Dueling or the Battle Royale? The Impact of Task Complexity on the Evaluation of Entry Threat Bruce R. Klemz and Thomas S. Gruca
- 1017 "I Know This Brand, But Did I Like the Ad?" An Investigation of the Familiarity-Based Sleeper Effect Kartik Pashupati

Volume 20 Issue 12 December 2003

- 1045 Exploring the Antecedents and Consumer Behavior Consequences of the Trait of Superstition John C. Mowen and Brad Carlson
- 1067 The Relationship between Anomie and Unethical Retail Disposition

 Mark S. Rosenbaum and Ronald Kuntze
- 1095 Consumer Adoption of the Internet: The Case of Apparel Shopping Eunah Yoh, Mary Lynn Damhorst, Stephen Sapp, and Russ Laczniak
- 1119 Does Brand Name Imprinting in Memory Increase Brand Information Retention?
 William E. Baker
- 1139 Author Index to Volume 20

| Volume Contents